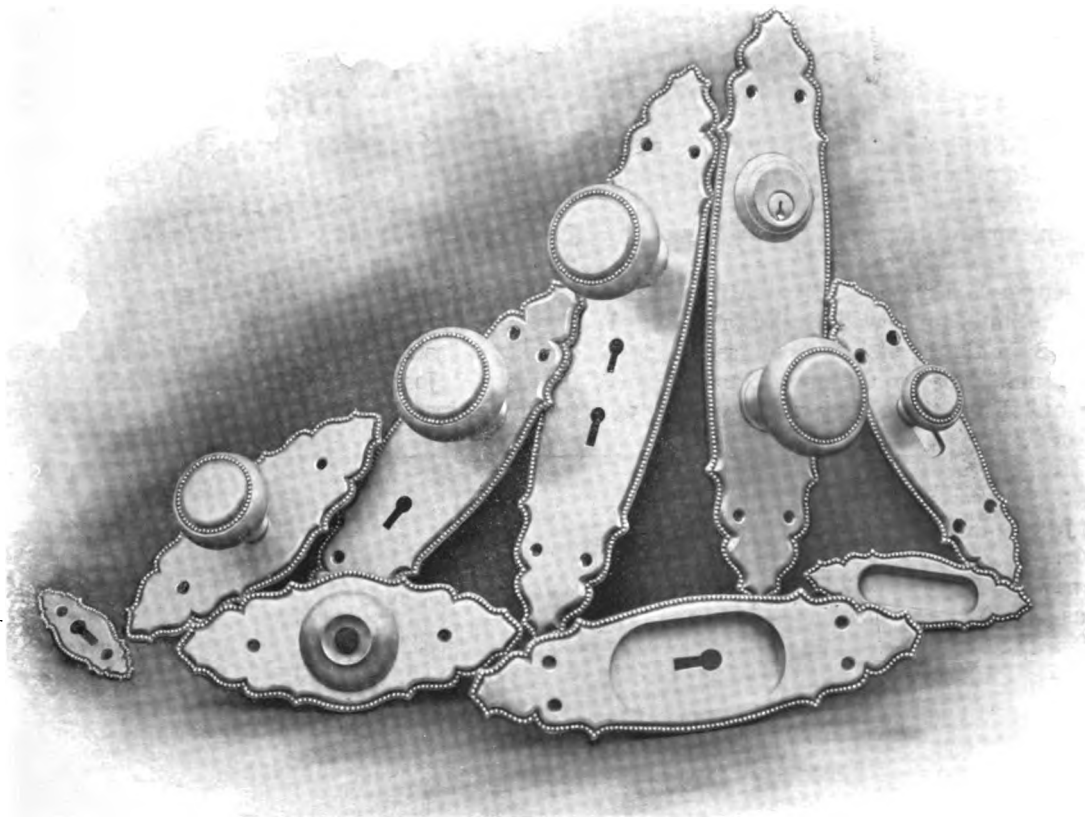




“High Grade” applied to Sargent's Artistic Hardware means that no better goods are made. They are intended for use in buildings where the best is required, and the best should be required in all buildings. Daily use does not injure good hardware, and locks and trimmings made by us will stand the wear and tear in the home or store, the office or shop, the school or church. The day of poor hardware for good buildings is past.

In the North, in the South, in the East and in the West buildings of all kinds have been trimmed with Sargent's Artistic Hardware. Among Home-builders especially it has a strong hold. Everywhere the story is the same—it gives satisfaction.

The Hardware dealer should sell goods that give satisfaction. If your customer is convinced of the merits of Sargent's Artistic Hardware, he will not be satisfied if you substitute something else. Give him Sargent's when he calls for Sargent's and he

will be pleased and you know “the best advertisement is a pleased customer.” Besides it is easier to sell goods that are called for—goods that your customer believes are the best—goods that are the best.

Sargent's Artistic Hardware is well advertised—another reason why the dealer should sell it; it's easy to sell goods that are well advertised.

If you want information as to Sargent's Artistic Hardware, your inquiry will meet with a prompt response.

SARGENT & COMPANY, New Haven, Conn.

NEW YORK,
149-151-153 Leonard St.

PHILADELPHIA,
717-718 Witherspoon Bldg.

BOSTON,
119 Water St.

SARGENT & CO., NEW YORK.

The change of base as to business location of this well-known firm, from the familiar Hardware haunts of Chambers Street to a location four blocks further uptown, in Leonard Street, is an event worthy of a passing historical notice.

In 1853, when George Henry Sargent came from Massachusetts, his native State, to New York City and joined his brother Joseph B. in the Hardware business, they occupied very humble and limited quarters in the third loft of No. 24 Cliff Street. From there they removed, in 1854, to No. 85 Beekman Street, where, in 1856, Thos. J. Atkins and William J. Ladd, and, in 1860, George Munson, joined them as assistants. From No. 85 Beekman Street they removed, in 1863, to No. 70 Beekman Street, where they remained until 1875, when they removed to No. 37 Chambers Street, extending in 1879 to No. 35, and in 1890 included No. 33.

These three stores they now vacate to take possession of their new and more capacious premises in Leonard Street.

In the "Encyclopedia of Biographies of the Successful Business Men of America" (1895), the editor, in describing the progress and growth of Hardware manufacturing in this country, says: "But little Hardware was made in this country in the early fifties, but now the reverse is true, and this assertion can have no illustration

more marked and convincing than the fact that the original shop of the Sargents, in New Britain, at that time was but a 'Wart on Olympus' compared with the present extensive works in New Haven, established in 1863, under the control and management of J. B. Sargent, which, enlarged and extended from time to time, now stand as a monumental instance of the progress and growth of American manufactures during the past half century."

The business of Sargent & Co., New York City, is largely confined to the sale of the ever-increasing variety of Hardware made at the different factories with which they are connected, yet they are distributors of such articles pro-

duced by other manufacturers, as are requisite for a complete assortment in any line of their own production.

For many years George H. Sargent, with his brothers, Joseph B. and Edward, was engaged in the manufacture of "Hand Cards," used for carding cotton and wool by hand, at their factory in Leicester, Mass., a town noted for more than a century as of the original continuance of the card-making industry. This business was inherited from their father, Col. Joseph Denny Sargent, whose name, as a careful and painstaking manufacturer, was widely known and

highly honored by all dealers in those articles of domestic economy. His grandson and namesake, a son of Joseph B. Sargent, of New Haven, is associated with his brothers, Henry B., Edward, Lewis and Russell in the management of the New Haven factories.

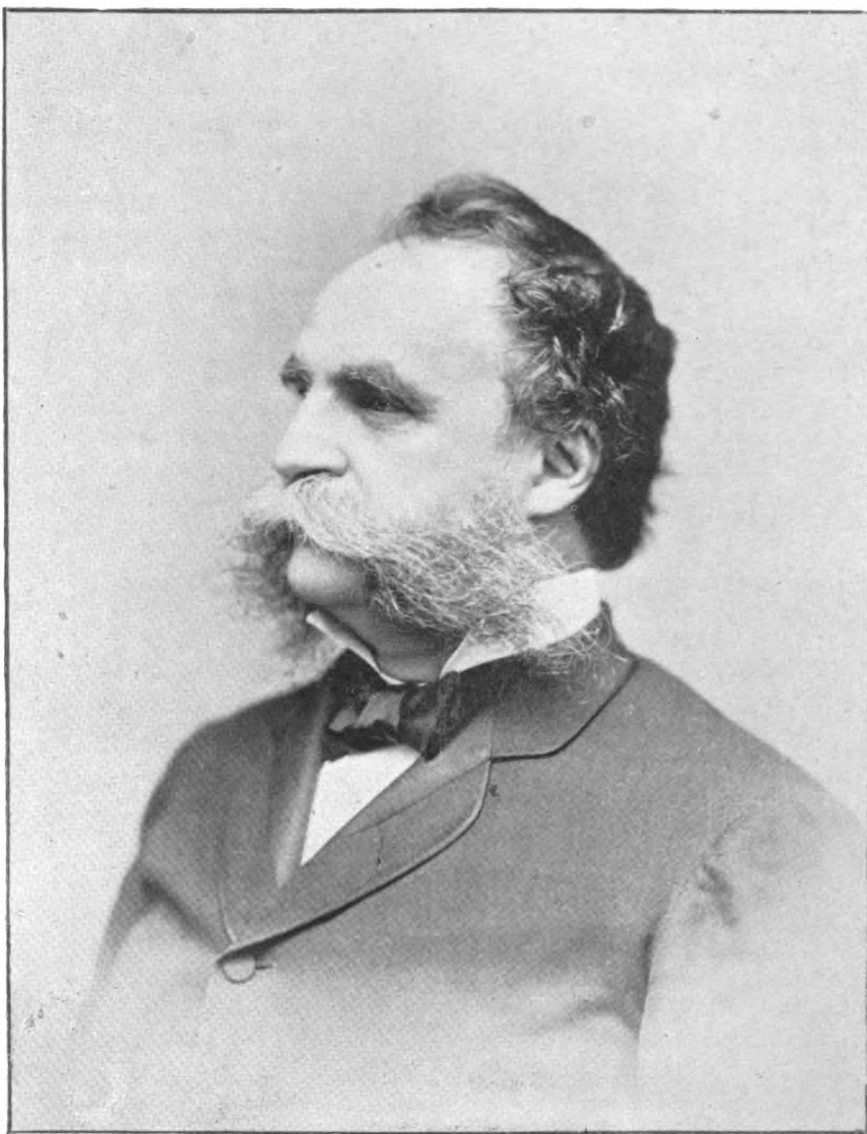
Messrs. Atkins, Munson and Ladd, to whose fidelity, diligence and sagacity is due much of the success and prosperity of Sargent & Co., are still prominent in the management in their various departments, of the affairs of the company.

It is a rare occurrence that four (including Mr. Sargent) persons continue together in business for a period averaging more than forty years.

Mr. Sargent, in a personal and business way, stands very high in the respect and good will of the Hardware trade of the coun-

try. He is an active member of the Hardware Club of New York, having been elected a member of its board of governors on the death of the late first president, William H. Williams, and at the recent annual meeting of 1898, was unanimously elected vice-president of the club. In all questions which affect the good of the club, he shows those high qualities of business administration and good judgment, that have been so conspicuous a portion of his business career.

A view of the new quarters of this great and enterprising Hardware house, will be found upon the page opposite.



GEORGE HENRY SARGENT.

Sargent & Co.,

Forced by increasing business, and the consequent requirement of more extensive premises, have removed their business from the store they occupied in Chambers

Street, to the commodious and substantial eight-story building known as the

John Sargent Building, Nos. 149, 151, 153 Leonard Street,

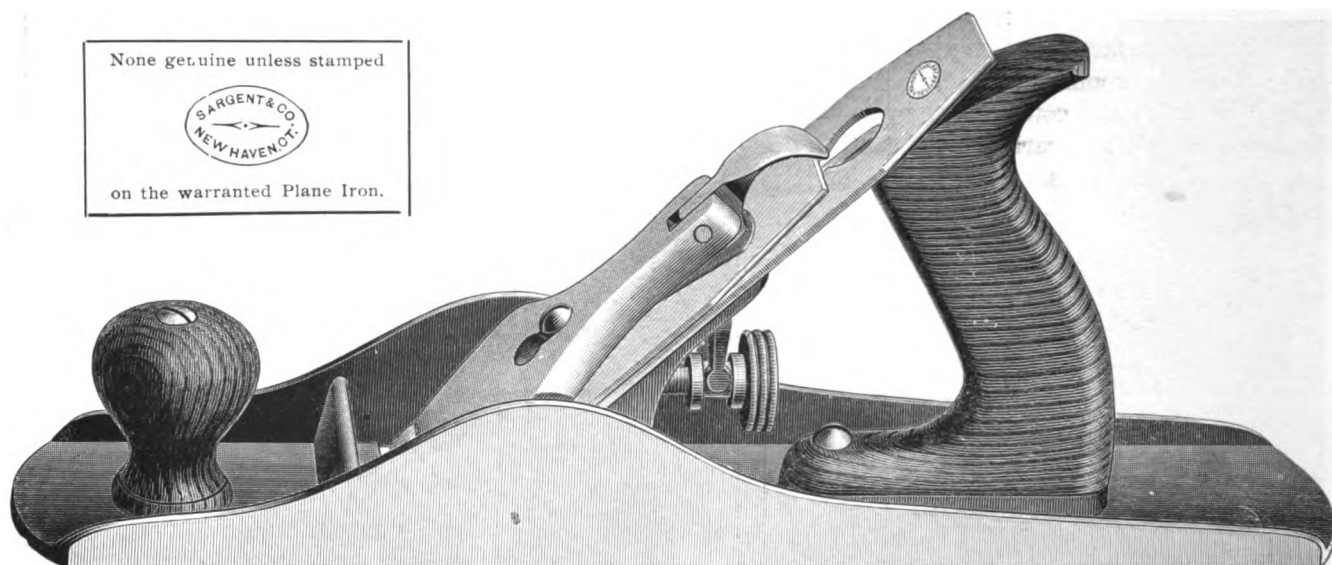
wherein are offered superior facilities for receiving, storing and delivering the productions of their numerous manufacturing establishments.

The sales-room and general offices in their new store, occupying two floors, are unexcelled in beauty of finish and convenience of arrangement. special attention being given to the room where is displayed their great variety and beautiful designs of their "Artistic Hardware" in the line of door and window trimmings.



SARGENT & CO.'S
NEW YORK OFFICE AND WAREHOUSE,
149-151-153 LEONARD STREET.

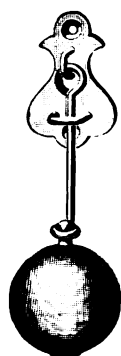
PLANES THAT STAND THE TEST.



Every mechanic wants to use the best Planes and every hardware dealer should sell the best. Sargent's Iron and Wood-Bottom Planes are fully warranted tools that will stand the daily test of the work-bench. They are thoroughly made, only the best material entering into their construction. They are mechanically perfect, fitted with improved adjustments and have cutting-irons that are tempered just right. They are carefully put together and handsomely finished. All these points count in favor of our Planes when the mechanic is making his selection.

You can make sales if you have the right goods in stock, and Sargent's Planes, with our strong warranty back of them, are the right planes. Booklet and prices will be sent upon application.

Screen Hardware.



The season of screens is so nearly here that it is well for the hardware dealer to make preparation for the sale of the various trimmings needed during the summer months. In our catalogue of Screen Hardware recently issued we have a complete line of Spring Hinges and Door Springs, Screen Door Catches and Latches, Screen Corners for Windows and Doors, Sash Lifts and Door Pulls, Bolts, Knobs, Hooks; in fact, a line comprising everything necessary during "fly-time" including our "No-Slam" Screen Door Check, now recognized as a summer necessity. If you have not received a copy of our Screen Hardware Catalogue we will gladly send you one upon request.

SARGENT & CO., Manufacturers,

NEW HAVEN, CONN.

NEW YORK.

PHILADELPHIA.

BOSTON.